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FACULTY OF APPLIED LANGUAGES**

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**COMMUNICATION, BODY LANGUAGE, AND GESTURES
AROUND THE WORLD**

Bachelor Thesis

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FACULTY OF APPLIED LANGUAGES**

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Bachelor Thesis

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Affirmation

Hereby I have declared that I have written this bachelor's thesis on my own, without any help from others, and that I have not used any sources or aids other than those indicated.

Date:

.....

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Acknowledgment

My gratitude belongs to my family and friends who have supported me throughout the process of writing the thesis. Especially, my sincere appreciation goes to my thesis supervisor, PaedDr. Eva Stradiotová PhD. for her valuable guidance.

Abstrakt

DZURIAKOVÁ, Viktória: *Komunikácia, reč tela a gestá po celom svete*. – Ekonomická univerzita v Bratislave. Fakulta aplikovaných jazykov; Katedra interkultúrnej komunikácie. – Vedúca záverečnej práce: PaedDr. Eva Stradiotová,, PhD. – Bratislava: FAJ EU, 2023, 50 s.

Neverbálna komunikácia je súčasťou každodennej komunikácie, ktorá napomáha k vyjadreniu emócií, pocitov a lepšiemu pochopeniu kontextu rozhovorov, do ktorých sa zapájame. Interpretácia tejto komunikácie závisí od výchovy a kultúrneho prostredia, v ktorom sa jedinec nachádza. Cieľom mojej práce je opísať rôzne metódy a vlastnosti neverbálnej komunikácie a zistiť, ako sa táto forma komunikácie používa na pracovisku a ako dochádza k manipulácii v každodenných životných situáciách. Okrem toho táto bakalárska práca obsahuje aj rozhovory s predstaviteľmi rôznych krajín, ktorých úlohou bolo objektívne odpovedať na položené otázky o ich kultúre.

Kľúčové slová: neverbálna komunikácia, reč tela, vyjadrenie, správanie, interpretácia, gestá, signály, emócie, kultúra, prostredie

Abstract

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– University of Economics in Bratislava. Faculty of Applied Languages; Department of Intercultural Communication – Thesis supervisor: PaedDr. Eva Stradiotová,, PhD. – Bratislava: FAJ EU, 2023, 50 p.

Non-verbal communication is a part of everyday communication that helps to express emotions, feelings and to better understand the context of the conversations in which we engage. The interpretation of this communication depends on the upbringing and the cultural environment in which the individual is placed in. The aim of my thesis is to describe the different methods and characteristics of nonverbal communication and to find out how this form of communication is used in the workplace and how manipulation occurs in everyday life situations. In addition, this bachelor thesis also includes interviews with representatives of different countries to objectively answer the questions asked about their culture.

Keywords: non-verbal communication, body language, expression, behaviour, interpretation, gestures, signals, emotions, culture, environment

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Introduction

The use of body language, gestures, and facial expressions in nonverbal communication varies by culture, country of origin, and upbringing. Individual characteristics also influence how nonverbal messages are communicated, even though cultural differences play a significant role. A key component of nonverbal communication is body language, which can be used to communicate ideas.

It's important to understand how to interpret facial expressions and gestures correctly because they are clarified differently in each country. For a better understanding of the situation, it is crucial to read gestures clearly. The context conceals a lot of information, so it's important to pay closer attention to what's going on. Numerous studies have demonstrated that body language can communicate more precisely than words do. Speaking your mind out loud isn't always necessary. We can better understand the situation we find ourselves in by observing a person's attitude and facial expressions. Participants can also find mutual understanding even in the absence of a shared vocabulary thanks to nonverbal communication, which can effectively break down linguistic barriers. The delivery of a non-verbal message is necessary for effective communication. Understanding the significance of the various nonverbal cues will make it easier for us to connect with others and succeed in daily life.

This bachelor's thesis aims to provide an overview of non-verbal communication techniques and characteristics, as well as a systematic and thorough summary of theoretical knowledge in the field. We'll concentrate on the value of nonverbal communication in the workplace primarily as part of the work. The study of manipulation in relation to nonverbal communication is a significant aspect of this work. We'll pay attention to various types of manipulation, how it manifests itself nonverbally, as well as its effects and repercussions.

Comparing nonverbal communication in four different cultures—Italian, Arabic, Chinese, and German—makes up another section of the work. We will take a closer look at gestures, facial expressions, and nonverbal cues that are used in these cultures but have various interpretations and meanings. To fully comprehend them, we will concentrate on their similarities and differences.

The bachelor's thesis consists of several sections. The theoretical section focuses on the interpretation of fundamental ideas and theories surrounding non-verbal communication. An

interview with representatives of various cultures is included in the research part and provides relevant information. The thesis is supplemented by a bibliography and a list of online resources.

1 Understanding the Basics of Non-Verbal Communication

Non-verbal communication is the interaction between the speaking person and the receiver. As stated by Navarro (2008), it accounts for 60-65% of all existing information transmissions. Very important factors that influence communication are the environment, time, and situation in which the communicators occur. It all depends on the facial expressions and the participant's attitudes in the ongoing interaction. However, not every non-verbal act is expressed by non-verbal communication, which needs to be emphasised and its hidden meaning sought. Experts have found that for it to be a form of conveying information, the sender must send a message with a specific purpose. That is why this form of expression is differentiated from non-verbal behaviour and non-verbal communication.

In non-verbal behaviour, we do not send a message to convey data, i.e., body movements without an exemplary meaning. If we simply scratch our hand, we are not sending a message for the receiver to decode it and attach meaning to it. Many of these features are either innate or universal. The use of innate signs means that we use them from infancy, or from birth, and the use of universal signs means that people who are members of the same culture have the same use of those symbols and characters. Verbal communication consists of sound, which is interpreted by words and language. Verbal codes are often transmitted simultaneously with non-verbal codes that support the expression of emotions. This indication of transmission occurs not only in conjunction with words but also on its own. Likewise, the division depends on whether it is transmitted to and among people – interpersonally or only to oneself – intrapersonally.

Before any of us learns how to use linguistic tools, we transmit information to the world through non-linguistic signals. It is important to understand that as well as verbal communication, i.e., language, body language, facial expressions, and gestures are also influenced by external factors. These include the environment in which we were brought up and the cultural background in which we find ourselves. Also, it is important to remember that spoken language is closely related to facial expressions and body movements, which are differentiated from person to person (Williams, 2016).

Since ancient times, when society was not yet sufficiently developed, it was necessary to spread insights and knowledge. The transfer of messages takes place between all living beings based on symbols, sounds, gestures, and postures, which they mutually understand.

In the early days, communication was unrefined and without signs of speech. Over time, it is a culture that has refined this capacity for expression, which we are able to suppress but cannot completely avoid. This is a natural process for all of us, and usually, we are not even consciously aware of what our bodies are doing.

1.1 Enhancing Features in Communication

To convey intentional messages in different situations and express specific meanings, non-verbal communication should be targeted. Whether you are communicating within one culture or across cultures, understanding the functions of messaging is essential for success. Certain features should not be overlooked. Developing your nonverbal communication abilities can be crucial for enhancing your daily existence. By grasping various forms of nonverbal communication and utilizing them competently, you can create trust and connection with everyone you encounter. In addition, improving your non-verbal communication skills will enable you to handle challenging circumstances with calmness and confidence (Jackson, 2019).

1.2 Self-Presentation

As the first and most obvious expression is the presentation of oneself. We use non-verbal impulses to show our personality through the tone of voice and attitude of the person. Physical appearance also plays an important role, i.e., the way we dress, the colour of our hair, or various artificial adornments such as make-up, tattoos, and piercings. Expressing our personality and revealing our values is interpreted by the ways we use our time, our body odour, and how we decorate our dwellings. But sometimes such a presentation of us can be artificially created to fulfil a purposeful desired impression, which can be misleading. A great example is a job interview.

Carefully choosing formal attire helps to build an image of you as a mature and courteous person. Even without some intention of sending a message, we are constantly presenting an image of who we are to those around us. This means that we should pay close attention to the people we surround ourselves with and perhaps learn something more about them.

1.2.1 Transmission of Relationship Reports

Another function is to convey relational messages. By non-verbal methods, we can demonstrate how we feel about the person. We express how we feel about a person by the way we look at them, whether we smile, the tone of our voice, and how far we distance ourselves from them. If we look at a person warmly, respond in a friendly way, and sit or stand close to each other, it tells that we are enjoying our time with that individual. (Guerrero, Floyd 2006)

Otherwise, if we avoid eye contact, have our arms folded, and keep our distance we may not find the company of the other party very pleasant. In the work sphere, a boss can stand away from his or her employees and use a strong tone of voice to indicate his or hers leadership and authority. Non-verbal communication is also shown in some countries at formal dinners. In China, guests are seated at a round table according to pre-assigned seats. Immediately to the right of the host sits the guest with the highest status, who is served first. In Canada, seating is at an oblong table, and the person with the highest position sits next to the host, and the others are free to sit anywhere without being assigned to a place based on their respective positions of rank. Not everyone shares the same customs and so even at international formal gatherings the diversity of cultures must be considered so that relationships are not endangered.

1.3 Replacing, Repeating, and Emphasizing

Substitution, repetition, and emphasis on verbal messages. Replacing the delivery of information from verbal to non-verbal is a universal method of communication. For instance, if there is a class full of loud students, many times the educator will not use the tactic of shouting over to make silence. Most of the time, he or she narrows his or hers gaze and looks silently with a stern expression at the faces in the room. Many times, especially when we were smaller, the teacher would even put the index finger to the lips to signal silence. All unspoken language that is being replaced is expressed through symbols. They can occur in written communication, particularly among younger generations as emojis. We use them to express emotions and sometimes whole words. Signs of everyday life also include road signs.

Without using words, everyone understands that when they see a sign with a number on it, it is a sign for the maximum speed limit on the road.

“Repetition is the key to real learning.” – Jack Canfield. The well-known quote by the famous American author and motivational speaker, Jack Canfield, can be applied also to this function. The process of repetition was understood as a process of accompanying verbal communication with non-verbal communication. That is why, when someone asks for direction, we accompany our words with gestures. This feature is particularly important when we are using a foreign language whose vocabulary we have not mastered. Gestures help to clarify certain words and about better understanding between the members of the communication. However, we must be careful that our non-verbal communication is not misinterpreted.

If we are trying to emphasize the information that is being conveyed, the use of non-verbal components is more than necessary. As an example, we would take a display of emotions. The expression of anger has obvious indicators that show this feeling. A wrinkled forehead, furrowed brows, a raised tone of voice that can sometimes be described as shouting, and possibly rapid flailing of the hands. All these indicators give words even more weight in communication and that is why they can affect the receiver even more.

1.3.1 Breaking Off Unpleasant News

When dealing with delicate situations or conveying unpleasant messages where words may be inadequate, non-verbal communication is essential. In these situations, non-verbal signals such as empathy, support and keeping the company may be more useful. Non-verbal communication becomes particularly important when expressing condolences or offering comfort to those who have suffered a loss. A gentle touch or a sincere look can bring comfort and reassurance. Healthcare workers are trained to deal with these circumstances, using compassionate body language and the right non-verbal cues to foster a supportive environment. Understanding the power of non-linguistic signals allows people to handle challenging circumstances with tact, which has a significant impact on their emotional health. Navigating difficult situations and providing comfort and support during difficult times can be facilitated by recognizing and responding to nonverbal cues.

2 Methods of Transmitting Non-Verbal Communication

The importance of initial impression plays a very important role. It is formed right from the beginning, during the very first seconds of interaction. All our senses are involved to form a particular opinion or in other words image, of the other person. The first of the senses is sight. We see a person approaching us. We perceive their walk, posture, movements, and physical appearance. Also, we evaluate facial expressions and gesticulations if the individual is at a shorter distance. Gradually, the other senses begin to participate in the process of greeting. Immediately upon saying hello, we evaluate the voice, the colour and strength of the voice, the accent, articulation, and possible speech defects. Then the greeting can come in the form of a handshake, where touch is already involved, and we judge the strength of the handshake. In such proximity, everyone also creates an impression from the sense of smell, which includes personal hygiene, fragrances, and different scents of clothing and cosmetics. Because of the senses, we identify the various types of nonverbal communication:

- A. Mimics
- B. Gestures
- C. Haptics
- D. Posturics
- E. Kinesics
- F. Proxemics
- G. Phonics
- H. Visuals
- I. Graphics
- J. Colouring
- K. Olfactory

2.1 *Mimics*

The use of facial expressions, also known as mimics, is an important tool for social communication. It can convey experiences, influence social interactions, and help us get to know people. Facial expressions are highly individual and play a significant role in human

identification. However, some conventional facial expressions that lack emotional involvement may cause misunderstandings in communication. We can perceive more than just emotions on an individual's face.

In certain situations, such as greeting rituals, facial expressions are not expected to reflect our current emotional state. The term "professional mimicry" is commonly used in professions like acting, banking, teaching, law, and mime. Extreme mimics refer to situations where facial expressions are either absent or exaggerated. In such cases, excessive facial expressions may distract from verbal expression and may be related to the person's emotional problems.

Facial expressions mainly involve movements of muscles around the eyes, mouth, forehead, cheeks, and chin. These movements signal a person's feelings and attitude toward the communication. Mimicry is most effective at close range and is considered the most delicate and sensitive language. Mouth expressions, eye expressions, eyebrow and eyelid movements, chin, cheek, and forehead expressions are all part of facial expressions.

Below are some of the most observed facial expressions and their interpretations:

- Anger can be indicated by tense jaw muscles, prominent veins on the forehead, and narrowed eyes.
- Disgust can be conveyed by tightly pressed lips.
- Positive emotions may be indicated by enlarged pupils.

2.2 *Gestures*

Gesticulation refers to a series of movements that are cultural, traditional, and standardized. These gestures can be classified into auto-semantic and systemic gestures, which means they can either replace words or be used redundantly. The upper limbs are often considered as a "second eye" for people because they can convey new information or confirm existing information through touch.

Hand and finger movements are often used to support and emphasize verbal communication. For instance, when scolding a child, we may point a finger and move it in a meaningful way. Additionally, many gestures have an independent symbolic meaning, such as a raised thumb indicating praise or a V-shaped hand gesture representing victory. These symbols may have different meanings in various cultures. Some people also consider

movements of the feet or head and shoulders as gestures that can indicate approval, disapproval, or unawareness.

Hand movements in speech are a way of conveying information that can replace the use of sign language. Sign language involves specific movements and hand gestures, particularly with the fingers, that have precise meaning and significance in conversation. Gestures can either be part of verbal communication or replace it entirely. While some expressions are intentional and conscious, many are unintentional and spontaneous. Therefore, it is important to use body language appropriately, as each gesture serves a particular purpose, such as drawing attention, emphasizing a point, or expressing either approval or disapproval.

2.3 Haptics

Haptics is concerned with the significance of touch in nonverbal communication. While it commonly refers to handshakes, it also includes unintentional touches. Touch-based communication enables us to convey interpersonal connections and physical closeness, including gestures like hugs and kisses. Haptic contact can be categorized into three types: touching another person, touching an object, and touching oneself, which can occur through speech, such as palm rubbing.

Friendly interactions are typically associated with non-painful touches, except when they invade personal space, which can lead to conflict in workplace communication. Painful touches are seen as aggressive and can also result in conflict. Hand gestures and movements complement verbal communication and can be used to create barriers as a defensive measure against someone or something. Some parts of the body have a higher sensitivity than others. The fingertips are very conscious, while the back and calves have less sensitivity. When it comes to the face, the lips are the most sensitive, while the earlobes have the lowest conscious (Calero, 2005).

Touch has been the oldest and most fundamental means of communication since ancient times, with handshakes being its most common form. Haptic signals carry significant informational value and can provide insight into an individual's inner state. Haptics is utilized in well-established communication situations and can elicit lasting emotions that are imprinted in the communicators' memory.

2.4 *Posturics*

The study of postural science centers around how information is conveyed through body position and posture, including sitting, hand, and foot placement. Posture plays a role in conveying emotional content and can offer insight into the quality of emotional experiences and the significance of communication events. The way a person walks also expresses their current emotional state, as well as their inner attitude, current psychological condition, and their relationship to their surroundings. Gestures, facial expressions, and tone of voice are complementary and interrelated components of posture.

For instance, crossing arms and legs, hunching the back, bowing the head, and placing hands between the legs can indicate closeness, anxiety, or fear. The posture adopted during communication reveals an individual's thoughts and whether they believe what they are saying. In business negotiations, posture can be strategically used to foster harmony and confidence or intentionally create frustration and stress. Communication participants can utilize posturing to psychologically influence the communication process to their advantage.

2.5 *Kinesics*

Kinesics is concerned with the organization and actions of the body and its components, including movements of the upper limbs, head and facial expressions, and posture. However, it is important to note that gestures and kinesics are distinct concepts that differ in terms of spontaneity and intentionality. When discussing kinesics, we are referring to the natural movements of various body parts that do not carry the same intentional meaning as gestures. Body language is a strong indicator of a speaker's temperament, but it is important to control it effectively. Uncontrolled movements can damage the successful transmission of information and lead to ridicule, which prevents reflection on the goal. Non-verbal communication through movements is also shaped by personal temperament and personality, as well as the social and cultural context in which the communication takes place.

2.6 Proxemics

In other words, the concept of proxemics, also known as territoriality, investigates the management of personal space and spatial organization by individuals. Additionally, it delves into how people from diverse cultures and backgrounds utilize an area in distinct ways.

Certain cultures may place greater importance on personal space, and as a result, may feel uncomfortable with close physical proximity as it may create feelings of pressure or oppression. Conversely, other cultures may be more accustomed to close physical contact during social interactions. By comprehending the principles of proxemics, individuals can better navigate social interactions by gauging appropriate distances and creating an imaginary boundary based on their relationship with the communicator. This can help in effectively communicating with people from diverse backgrounds.

There are four distinct zones that can help us intuitively determine the appropriate distance when interacting with one another. These include:

- A. Intimate proximity zone, which is up to 0-50 cm and includes individuals such as children, family, and spouses.
- B. Personal zone, which is between 0.5-1m and encompasses friends and acquaintances.
- C. Social zone, which ranges from 1-4 m and is appropriate for business meetings.
- D. Public zone, which extends beyond 4 m and is suitable for addressing larger groups.

2.7 Phonics

Phonics deals with the role and operation of phonemes in oral communication. It encompasses aspects such as the tone, speed, and flow of speech, as well as its variation and inflection. Phonics also considers the volume and pitch of the voice, the use of pauses and breaks in speech, the articulation of words, and the modulation of intensity and rhythm. Overall, it involves the study of the diverse characteristics that contribute to effective verbal communication. The human voice serves as a significant indicator of both the physical and mental strength of the speakers. It plays a key role in assessing individuals' level of emotional investment in the communication process and in expressing their underlying attitudes and

priorities. Therefore, it plays an integral part in establishing boundaries and relationships, both intentionally and spontaneously.

Through phonics, individuals can signal their need for intimacy, closeness, and a sense of security in their interactions with others. The way we speak, including our voice and intonation, can have an impact of up to 38% on whether communication succeeds or fails. Negative voice signals are typically understood based on several factors. For example, silent speech is often perceived as a sign of lacking self-confidence, loud speech may indicate inner tension, a trembling voice or hesitation before a sentence can imply uncertainty, a monotonous voice can suggest apathy, and a hurried voice may indicate fear or eagerness. However, high-pitched voices that indicate strain or inappropriately deep voice transitions that indicate comfort or monotony are generally not considered reliable indicators.

2.8 *Visuals*

The term "vision" refers to the sensory experience of seeing. The act of making visual contact is a way of building a connection, and it can serve several purposes, including attracting attention, expressing emotions, indicating interest or disinterest, and conveying satisfaction or dissatisfaction, tension, and stress. Visualization involves the mental processing of visual information, such as photographs or computer-generated images. Gaze is a crucial aspect of social communication that can reveal information about the speaker's self-confidence and the relationship between communicators.

The eyes can convey a range of emotions, including happiness, sadness, fatigue, fear, stress, boredom, and interest. It is advisable to maintain a reasonably long gaze, as long and intense eye contact can make others feel uncomfortable or insecure. Therefore, it is important to periodically shift one's gaze throughout the space. Observing the reactions of the listeners and receiving feedback from them can be helpful in improving one's communication skills.

Here are some examples of non-verbal signals that can be observed from a mutual perspective:

- A. After a short time, the communication partner's gaze naturally changes, indicating that he has a stable temperament.
- B. The communication partner looks upward, indicating a desire to assert dominance or a sense of disdain towards you.

- C. The communication partner looks downward, indicating a sense of inferiority or withdrawal.
- D. The communication partner's eyes widen, indicating a sudden reaction of surprise or shock.

2.9 *Graphics*

Handwriting is a nonverbal product and a typical form of human expression. Graphology and psychology are analysing handwriting because the movement of writing reflects the writer's immediate inner world. Sensorimotor coordination of handwriting shows how intelligence, abilities, character traits, and skills are reflected in handwriting. Handwriting is a unique motor skill that is individual to each person. As handwriting becomes more automated, the writer can focus more on the content.

The field of graphics also encompasses electronic communication, including the proper structuring of messages such as SMS, emails, and chats. It is essential to understand the appropriate formatting of these messages, as writing in all lowercase without accents can be seen as impolite and may lead to misunderstandings due to the potential for different meanings of words without tones. Similarly, writing an entire email in all caps is considered inappropriate as it gives the impression of shouting at the recipient. Emails should be composed in a regular font and adhere to the spelling and grammar conventions of the used language.

2.10 *Colorics*

This field is concerned with the impact of colours on communication. Colours have both functional and aesthetic value. Various colours can affect each other, and different combinations can have an impact on the reader, like possible eye strain. This is particularly true when black type is printed on white paper, as this high-contrast combination is uncomfortable for human eyes. Colours have symbolic meaning and some social groups, such as the Crips and Bloods, use certain colours to distinguish themselves from each other. These two gangs are major criminal organizations on the west coast of the United States, and the Crips are often identified by blue, while the Bloods are associated with red (Calero, 2005):

In general, when we analyse and describe the impact of colours, we consider:

- A. The visual impact includes how colours interact with space and influence readability.
- B. The physiological impact concerns the interpretation and meaning of colours (described in more detail below).
- C. The psychological impact considers the emotional responses evoked by colours, including pleasant or unpleasant, irritating, or soothing feelings.
- D. The symbolic impact refers to the cultural or social associations and meanings attributed to colours, such as red meaning stop, white representing purity, or blue symbolizing water and air.

The meaning and effect of colours:

- White = embodies qualities such as cleanliness, gentleness, innocence, simplicity, airiness, and kindness.
- Black = on one hand, it represents negative concepts such as sorrow, demise, and malevolence, but conversely, it is associated with sophistication, opulence, protocol, and dominance.
- Brown = signifies attributes like the earth, the environment, naturalness, dependability, and honesty.
- Red = presents anger, rage, danger, readiness, intense emotion, flames, affection, warmth, and energy.
- Orange = denotes traits such as eagerness, self-assurance, well-being, motivation, and energy.
- Green = like meaning like brown colours, it conveys a sense of nature, soil, and harmony. However, it is also linked to wealth and is associated with feelings of guilt, envy, and jealousy.
- Blue = illustrates elements such as water and air, as well as concepts like serenity, safety, wisdom, and masculinity. Despite this, it can also connote negative emotions such as fear and cold.
- Purple = exemplifies aristocracy, royalty, aspiration, imagination, enigma, and emotional instability.

- Pink = portrays qualities such as womanliness, optimism, youthfulness, joy, light-heartedness, and positive expectation.

2.11 Olfactory

This term focused on the effects of odours and scents. Smell is a powerful form of nonverbal communication that individuals can use to interact with one another. Everyone possesses a distinct olfactory signature that is as distinctive as their fingerprints. Because scent is linked to one's personality, it can impact communication positively or negatively. The human nose possesses approximately 20 million receptors that can detect various smells and odours. Studies have revealed that certain fragrances can have an invigorating impact on individuals, while others can produce a calming effect.

Furthermore, fragrances are often associated with our personal memories and experiences. Our sense of smell is highly potent and can be retained in our memory for an extended period. This can trigger vivid recollections of emotionally significant moments.

Individuals' preferences for pleasant smells also differ across cultures. For instance, aniseed is popular among the French and English, while northern countries have a penchant for lemon and chocolate, and Canadians tend to enjoy the aroma of cherry.

Fragrances can impact a person's emotional state, with some being stimulating and others having a calming effect. Lavender is known for its soothing properties, while rosemary and chocolate are said to have antidepressant effects. Lemon is thought to enhance work performance, and basil and mint are believed to improve concentration and focus. Moreover, cinnamon can create a warm and welcoming atmosphere in the home.

Finally, personal preferences for scents play a significant role in an individual's life. Extroverted individuals tend to prefer citrus scents, while introverts are more drawn to spicy fragrances. Confident women tend to favour woodsy scents, while those who are more romantic tend to gravitate towards sweeter scents for instance peach.

3 Nonverbal Communication in the Workplace

The field of business can be regarded as a subgroup of the larger human society. It can be compared to a microculture or sub-community comprising individuals from various backgrounds who unite for a common objective. Regardless of their position in the organization, whether a receptionist or a CEO, everyone is part of a group that shares a common purpose for being in the workplace. As a result, it becomes necessary to understand the social norms of others. Even if one is exceptionally competent, one must follow certain basic rules. Although these regulations may be altered by setting models, there are certain limitations to them. It is necessary to bring up this discussion to emphasize the importance of awareness of the fundamental principles that govern the specific group. Inappropriate behaviour could lead to exclusion from the group. The first step should therefore be to assess community norms (Hartley, Karinch 2007).

How to be successful in the work environment? The difference is often only in the trivial details, which are given a lot of weight. Most of the time, it is common tics or mistakes that can irritate the opposite side and can influence the outcome in many cases. Therefore, it is important to know simple tips that can contribute to success.

3.1.1 Stretch Out

To maintain a confident demeanor, it's crucial to have good posture whether sitting or standing. Slouching can make you seem insecure and vulnerable while standing upright conveys boldness and confidence. Poor posture can also make it difficult to effectively communicate your ideas and in some instances, people may perceive you as untrustworthy. Therefore, it's important to prioritize maintaining an upright posture.

3.1.2 Personal Space

Some individuals may be unaware that a simple mistake they make when interacting with others is infringing upon their personal space. Standing too close to someone can make them feel uncomfortable and can even cause them to cut the conversation short. Therefore, it is crucial to respect the appropriate distance when

conversing with others. If you are familiar with the person, it is advisable to maintain a distance of at least one meter or leave space for a handshake. However, if you are meeting someone for the first time or are not well acquainted, it's best to take an extra step back. This way, everyone can have their personal space and feel more comfortable having a conversation. If the individuals are standing side by side, the distance may not be as crucial, and it may be acceptable to stand closer to each other.

3.1.3 Playing with Other Items in Hand

Many people find that fidgeting with objects can be a helpful way to alleviate stress and nervousness. However, this behaviour can make others feel uneasy and even disrupt their focus. Additionally, excessive gesturing can have the same effect, causing distraction and a lack of concentration on what you are saying. Therefore, it is important to learn how to manage stress and remain calm without relying on this behaviour.

3.1.4 Avoid folding your Arms Across your Chest

When you cross your arms over your chest, you are conveying a message of disagreement, close-mindedness, and an unwillingness to accept other perspectives. It can also suggest disinterest in having a lengthy conversation. This posture may indicate that you strongly disapprove of something, or that you are concealing anger. To avoid these negative signals, it is advisable to let your arms drop loosely by your sides or use open gestures with your palms facing up, which demonstrates a willingness to consider other viewpoints.

3.1.5 Handshake

According to Cynthia Ozick, an American writer, “Two things remain irretrievable: time and a first impression.” This highlights the significance of making a good initial impression that will leave a lasting impact. Knowing how to shake hands properly is crucial in conveying confidence and showing the other person that you value them. It is important to pay attention to the strength of the handshake and avoid being too casual or flippant, as

this can indicate disinterest in the conversation. A firm handshake is essential as a sign of greeting, but it is important to avoid being too forceful or dominant by using a painfully strong grip, clasp ing both hands and pulling the other person towards you. Such actions can be seen as disrespectful and humiliating.

3.1.6 Fidgeting with Hair

This behaviour is predominantly observed by women, who may unknowingly communicate disinterest in the current situation. It gives the impression that they would rather be engaged in some other activity instead of being attentive and focused. If this is an unconscious habit, it may be helpful to keep their hair pinned up or tied in a ponytail. Additionally, well-groomed hair can enhance one's overall appearance. Conversely, men tend to tousle their hair when they are feeling overwhelmed or nervous in a particular situation.

3.1.7 Better to Have a Serious Facial Expression than to Force a Fake Smile

Fake behaviour can be easily recognized and appears more obvious than we might initially think. It is crucial to avoid insincere behaviour, particularly when it comes to smiling, which should come across as genuine rather than forced or exaggerated. Practicing in front of a mirror or with friends can help to ensure that your smile is natural and effective. It is better to maintain a serious face than to present a fake or artificial smile.

3.1.8 Eye Contact

William Shakespeare once said, "Eyes are the window to your soul," highlighting the importance of maintaining eye contact as a crucial form of non-verbal communication. This element of communication is often seen as a point of pride for many people. It is important to look directly at the person you are communicating with to show attentiveness and interest. Although it is acceptable to occasionally glance away, it is crucial to return to making eye contact.

However, if the person you are communicating with seems uncomfortable, it is beneficial to alternate your gaze between objects in the environment. This can help create a sense of security and allow them to feel more comfortable. When communicating with a group of people, it is important to spread your eye contact equally around the room to give everyone an equal amount of attention. Avoiding eye contact may signal nervousness or a lack of interest, and research has shown that looking upwards or to the side of the hand you write with can indicate lying.

3.2 Nonverbal Communication in the Interview

Preparing for a job interview should be a conscientious approach when applying for a new job. Anticipate any questions, study up on potential employers, dress appropriately, and arrive on time. These are obvious issues for many people and are almost automatically considered for most positions. But what about body language and what that reveals about oneself in an interview?

Reading body language takes practice and experience, and more than a few recruiters are well-trained in this area, so they'll probably be ahead of the game. From the very first moment, he or she will probably notice every movement, look, or facial expression that is made. Also, it may be noticeable that the recruiter wants to align with the interviewer, so it may seem as if he or she is repeating the movements presented to him or her in the interview. Practically after the greeting, the approach of the hiring person can also be noticed - is he or she distant, friendly, or jovial?

Remember that every expression and movement has a meaning. Whether you make a good impression or not is relatively obvious. With practice, it is possible to develop your ability to interpret nonverbal cues. Everyday interactions can provide opportunities to refine your observational skills and become more aware of subtle gestures and expressions (Goman, 2011). When others attempt to read your body language, there is no need to feel anxious. It is essential to consider the context of the verbal exchange and the circumstances when evaluating nonverbal cues. Ultimately, body language should always be viewed in conjunction with spoken communication.

Effective nonverbal communication is crucial, especially in the workplace, as it sets the tone from the moment you enter. Any negative body language or poor hygiene can create

a bad first impression, such as the smell of cigarette smoke, too much perfume, or chewing gum. Dressing appropriately is also important, for instance arriving in worn-out shoes or unkempt clothes can be noticed by the interviewer. Waiting for an interview in a professional and attentive manner, without talking on the phone or listening to loud music, can also influence the outcome.

Being friendly and pleasant when greeting the receptionist or recruiter is key, but not overly so. Regardless of the individual's rank or position within the company, it is crucial to treat them with equal importance and respect when greeting them. It is essential to avoid sweaty palms, which can be done by washing your hands and rinsing them with cold water in the restroom beforehand. Shaking hands firmly and smiling when leaving the meeting is also important, as well as saying goodbye to anyone you met during the process. Everyone has different communication abilities, and learning non-verbal communication skills can help create a workplace that is more inclusive and diverse. For example, people with hearing disabilities may find it difficult to pick up the tone of voice or speed of speech. Being able to correctly interpret your body language and convey non-verbal messages will help these individuals feel included and understood (Pease, 2004).

4 Dark Psychology and Manipulation

“Manipulation is a form of intentional influence, characterized as an attempt, by a person or party (the manipulator), to change the behavior of another person or party (the target), typically with a view to achieving a goal in the manipulator’s interests.” (Horn, 2019, p. 17)

Prominently, we should clarify the importance of the relevant concepts that relate to this subject. Among the notable terms are manipulation, influence, and persuasion. These words have very similar meanings, yet they differ slightly. The manipulator seeks to control the thoughts and actions of others to gain an unfair advantage. Their goal is to try to induce the targeted person to accept thoughts, opinions, or actions with which they would otherwise disagree, without giving them the freedom to make their own choices. The manipulator achieves his or her goals by covertly influencing the other party, often persuading the victim to choose an option that he or she would not voluntarily choose. The term encompasses any deliberate and calculated action that uses certain ideas, beliefs, attitudes, or behaviours in pursuit of a specific goal.

Influence refers to the process of changing someone's mind through intangible methods. A new profession known as an influencer has been created based on this word. In modern times, an influencer is someone who has a significant number of followers on social media and can influence them with the content they share on their accounts. Marketing experts have realised that, given the growing trend of consumer behaviour, they can use the influence of these individuals to attract attention to their products. To do this, they use tactics such as paid or unpaid sponsorships, promotional agreements, and contracts. Influencers, especially those who work with the company's marketing department providing the product, often display manipulative intentions. However, these intentions are generally harmless and legal, as their primary goal is to promote products to their audience for the purpose of their own financial income. Manipulation is not always aimed at causing harm to others, and influencers often prioritize their own goals and interests, which is reasonable given their profession. In addition, it is more appropriate to consider influencing as a broader term than manipulation, as it involves other tactics, including inspiration and imitation.

Manipulation can also take the form of persuasion. It is a form of influence where one person intends to produce a change in attitude or behaviour through reasoning and rational argumentation. In this case, it is openly known to convey information about one's goals and opinions, but still with the intention of achieving its own goal. Persuasion is often considered a less effective form of manipulation. The familiar statement is that when someone claims to be very persuasive, implies a certain exercise of power over the other party. In the workplace, the ability to persuade is also often mentioned, but it is a euphemism for manipulation.

4.1 Manipulation in the Professional World and in Private Relationships

We encounter manipulation in everyday life. If you work in a team in which competition for position and possible career advancement play a role, manipulation is unavoidable. For this reason, working with friends is seen as a movement on very thin ice. Relationships in the workplace differ mainly in terms of hierarchy. Your relationship with your boss may be very different from your behaviour towards the employees below you. Those who are at the head of departments or teams play a very important role. Their job is to motivate their subordinates to perform. It is the term motivation that is closely linked to manipulation even if it is not obvious at first glance. It also involves a myriad of extra-linguistic means that are unwittingly used in the workplace.

Manipulation in personal life is described as the most natural. It occurs mainly in family and partner relationships but is also common among friends. In this sphere, the understanding of manipulation is not from a negative point of view but rather in a neutral zone. We influence our surroundings from the moment we are born. Newborns are unable to express their desires and feelings except by crying. In this way, they make their needs known, to which others must submit and bend to their will. Later in life the role of manipulator is changed to be occupied by the parent. It is a perfectly normal part of upbringing that takes care of the formation of the individual based on punishments with motivation. In this way, the person is being prepared for adulthood, which is a healthy part of personal development.

Manipulation in a partner relationship is considered less positive. On the downside, it can be an unhealthy relationship that prevents both partners from functioning freely and equally. But on the other hand, it can be a manipulation where we want to help our partner. It can be about persuading a loved one to give up certain bad habits such as unhealthy eating,

smoking, or drinking. It is crucial to always ask the question about how much manipulation is considered ethical. If it is a hard and unyielding form of manipulation, where the adversary does not have the right to express his or her opinion in the form of a refusal, it is aggressive persuasion. There may even be a breakthrough situation that causes us to unwittingly find ourselves in the role of the bad person. That is why we should think through every step we take and try to look at the situation or the environment we are creating through the eyes of the other or an unbiased counterpart.

4.2 Benefits Resulting from the Application of Impact

As manipulation is used to influence the aims and views of others to be in the same interests as yours, we need to know the way to achieve this. To achieve your goal in the most effective way, it is important to be aware of how to improve the processing ability of the event. Fagging from morning till night at work may not go unnoticed. You need to be able to find your way through various situations and first and above all, understand what kind of performance you need to put for your supervisor to let him/her choose you for the higher position. A proven method is to create a situation in which you are the most likely to succeed, which is why you will show yourself in the right light as a fitting candidate. We also cannot overlook the tricks up the sleeve of the other competing parties. Exposing such behaviour can protect you from external influence, and you can use the information you gain to your advantage later. To successfully influence others, it is important to know not only the goals but also how others try to achieve their desired situation. All of this requires anticipating the actions of competitors and high emotional intelligence.

4.3 Manipulation Means

As has already been noted, to successfully influence others, it is necessary to know their goals and how they want to achieve their outcome. We use various tools to help us influence our actions and steps to achieve our own success. It is true that persuasion is referred to as a method, but it could be more accurately described as the use of tools for effective manipulation. The important thing to remember is that these tools are the resources that are used to achieve your goals.

4.3.1 Power

The first tool that is used is power. Manipulative power manifests itself by controlling perceptions or opportunities, thus enabling one to control situations and opportunities and make people do something. However, there is also a positive form of power, which differs from the common notion of control or domination over others and aims to help others achieve success. It is important to use power properly. Abilities and talents are powerful sources of strength that can help us achieve our goals. Authority is another form of power that allows individuals to make decisions and control the behaviour of others, but it also involves the respect and free consent of the one who acknowledges it. Reputation is important for manipulation because through it we convince others of our power. It is necessary to maintain a good reputation because its loss may be irreversible. A person with equal or greater ability than someone else may be less likely to succeed or have fewer benefits if he or she does not have a good reputation.

4.3.2 Persuasion

Persuasion is the process of trying to influence another person's behaviour or attitudes through communication but without pressure. Although, it is often obvious to the person that you are motivated to persuade them and they know what your intention is towards them, which can be unfavourable. If you are trying to manipulate a friend, it is even worse. Successful persuasion means presenting new information that can change the other party's perception, influencing their goals or steps to achieve their goals. It is important to gain the other party's trust and ensure that your aims have some positive relationship with their aims as well. In some cases, convincing can only be effective when paired with other means, such as lying. This means that you are trying to persuade someone using false or hidden information.

4.3.3 Deception

A deception is a manipulative tool in which a person provides false or misleading information to participants in a communication to influence their decisions. This tool is often

used in manipulation because it allows control over information and influences outcomes. Persons who are manipulated must believe that their actions support their own interests. Still, it carries the risk of being exposed, which can have harmful outcomes. It is important to consider carefully whether to use a lie and, if so, to control it so that the risk is minimised, and the reward maximised. Otherwise, the lie could lead to further lies to cover up the original lie, which increases the risk and can have later serious consequences (Horn, 2019).

4.4 Psychological manipulation techniques

The manipulator attempts to implant thoughts, beliefs, or attitudes into the mind of the target person that is inconsistent with his or her own and that he or she would not be willing to accept on the basis of own judgment. The benefit to the manipulator is that he achieves his goals whether his victims agree or not. The manipulator uses the qualities and feelings of the other party that play to his advantage, such as goodwill, naivety, insecurity, decency, and fear, to achieve his secret goals and plans. He seeks to gain superiority in the amount or access to information, intelligence, verbal skill and eloquence, situation, and various psychological techniques and methods to influence the decisions of others to his own advantage. In this way, a person's right to free choice is taken away. Negative and many times insidious manipulative techniques include:

- A. using others as tools without one's own will
- B. ignoring the free will of the other party
- C. inciting aggression
- D. exploiting gullibility
- E. taking pleasure in the suffering of others
- F. insidious behaviour
- G. lying
- H. abuse of trust
- I. pretending friendship

And how to defend against manipulation? A very important step is to remain objective. It is important to give facts and supportable arguments. We must always keep our goal in mind and not be influenced by others. We need to be judicious in our decisions and think twice about future actions. Every person should always stay focused on their own goal

even when one feels that has no chance against the other side. Every time it is important to assess whether it is a behaviour that will bring benefits not only to the other side.

5 Comparison of nonverbal communication among Italian, Arabic, Chinese, and German culture

The fact that some cultures place more emphasis on non-verbal communication than others is manifested in a variety of ways, including facial expressions, gestures, attitudes, and tone of voice. In some cultures, direct verbal communication is more valued, while in other cultures, subtle gestures and body language are more commonly used. Understanding and respecting these differences is essential if you want to communicate with people from different cultural backgrounds. With this awareness, we can better identify and understand non-verbal signals, which will help us avoid making false assumptions based on cultural stereotypes. For example, direct eye contact may be perceived as a sign of disrespect in some Asian cultures, while in other cultures, such as those in European countries, it is a sign of trust and respect.

As a research method, I have chosen an interview. The countries that were selected were 4 countries whose cultures are very different from each other. Each culture is represented by a person who was born in that country and has lived there all his/her life. This method will provide an insider's view of the non-verbal communication of the chosen culture. The people who participated in the survey and were asked the questions are native-born residents of the respective countries. They identified themselves as proud members of Italian, Arab, Chinese, and German cultures. They were asked to answer objectively based on the information they had observed during their lives, and which had been passed on to them by their surroundings throughout their upbringing and still are till the present day. The aim is to either confirm or refute the stereotypes in the nonverbal communication of the given society.

The questions that were asked are as follows:

- I. How does your culture perceive personal space? Does keeping distance differ depending on whether you have a friendly relationship?
- II. How is physical contact perceived in your culture? (From the greeting, throughout the course of communication, to the end)
- III. How do you think eye contact is valued in your culture?
- IV. Are there specific gestures for your culture? If so, what are they, what do they mean, and in what situations are they used?

V. What is considered rude in your culture, that may not be so in other cultures?

5.1 Italian

In Italy and other beforementioned countries, non-verbal communication may vary according to the territory, but there are also features that are common throughout the country. Italians are known for their exaggerated gesticulation during communication, which is very common in their country. This very passionate culture often uses gestures to emphasize points and add importance to them. In addition, they work with facial expressions, and eye contact, and change the tone of their voice significantly. In general, Italian non-verbal communication is very expressive and can be used to convey a variety of emotions and meanings. The first respondent to answer my questions was Martina, who comes from Italy.

Answer to question 1: People from my culture are usually very friendly. Especially in areas of Southern Italy, even if you hardly know someone, people are happy to help you and get to know you. Because of this friendly attitude, Italians keep closer proximity to the person they are interacting with. This means that we stand within arm's reach of the other party in the communication, as we are a very contact-oriented nation.

Answer to question 2: As I mentioned before, physical contact is very important for us. In formal greetings, people usually shake hands and, if they already know each other, kiss each other twice, sometimes even three times on the cheek. The same thing happens at the end of the meeting and when we say goodbye.

Answer to question 3: Eye contact is very important. When you want to talk to someone and you are wearing sunglasses, it is better to take them off and let them look straight into your eyes, which is a sign of good manners. At times it may seem that people are staring at you but even they realize that it is rude to literally scan people.

Answer to question 4: In Italy sometimes you can communicate just with gestures.

- Pinched fingers: This non-verbal feature is usually used for inquiry-type questions such as: What do you want? What do you mean? Who is he/she?

- Up-down movement of the shoulders: Mean I don't know or whatever you want.
- The rubbing of the fingers on the hand of the index finger and thumb (sometimes we can also add the use of the middle finger): Referred to as a signal, in a conversation in which money and finances are discussed.
- The movement of your fingers on the table draws an imaginary circle: Either in a bar or restaurant means that you would like an appetizer. If you make this sign when you are talking about something or someone it is related to gossip.

Answer to question 5: Leaving without saying goodbye is considered very impolite and the other person may be offended.

5.2 Arabic

Arabic culture is a society based on religion. Although we may find many similarities with other cultures, even minor rules are followed by its members. Arabs also use a lot of gesticulation, and back patting and stand close while speaking to each other. As it is a very religiously oriented nation, we could notice that a lot of emphases is placed on the difference in behaviour when it comes to the interaction of two different genders. As a member of the other culture, I interviewed Shukri, who is from Jordan. He provided me with answers to my questions about his homeland.

Answer to question 1: Where I come from, personal space is highly sensitive especially when it comes to being friends with females. Personal space must be maintained even if it was a friendly relationship!

Answer to question 2: As a member of the Arab culture, we distinguish the difference between formal and informal greetings. A formal greeting is a handshake. An informal greeting is usually between friends, where respondents exchange kisses on both cheeks.

Answer to question 3: In my culture, maintaining eye contact is highly respected because it signifies a measure of respect and consideration for the other person.

Answer to question 4: We have a specific gesture where we invite our guests for lunch. We must eat while we have our left hand behind our back but not while sitting but standing. The point of this is to show respect to the other person. We do this whenever a guest comes for a visit.

Answer to question 5: It is considered extremely impolite to decline an invitation from the host.

5.3 Chinese

The Chinese place more emphasis on non-verbal cues such as body language, facial expressions, and tone of voice than on the words they use. They see nonverbal communication as a tool that helps them better express meaning and convey even hidden information. Chinese people often speak vaguely, so it is best to ask questions during the conversation to understand their views correctly. They will also prefer to keep their own opinion to themselves rather than get caught up in a heated argument or exchange of opinions. As foreigners, we should know that they believe it is important to pay attention to even subtle hints. Jiahua answered questions on behalf of Chinese culture.

Answer to question 1: From our point of view, the Chinese are maintaining their distance. If we are with a foreigner, we may be keeping more distance. If we are with someone with whom we have in a closer relationship, the distance gets shorter. However, there is one exception: if it is unavoidable, such as in a crowd (i.e., in the subway), we change our perception and always keep a short distance even though it's from strangers.

Answer to question 2: In China, it is unusual to hug or kiss someone on the cheek. Chinese people are shy or reserved. This is since they are not used to showing their emotions and prefer to keep it to themselves. In addition, physical contact in China is risky because people do not show their emotions in public. If there is a display of affection like even a small gesture it will be judged by those around as derogatory. It could lead to misunderstandings and verbal rudeness from those around so when it comes to physical contact, we usually think twice about the actions we want to undertake before we proceed with our actions. However,

due to developments in recent years, Chinese millennials (the 2000s) are more willing to express their feelings and emotions as they can get in touch with Western culture through social media, traveling, etc. Physical contact within the family, between partners, or between friends varies from one person to another.

Answer to question 3: Indirect eye contact may seem like an inherent part of the conversation in some cultures, but in China, not looking the other person in the eyes is considered a sign of politeness. It is a way of showing respect to someone who is older or superior to us, for example in the workplace. In casual conversations and interactions, we obviously use direct eye contact.

Answer to question 4: Chinese gestures and their meanings:

- joined palms with fingers pointing up: This gesture is commonly used when asking someone for help. Someone stops in front of a person and says hello to them that they don't have a close relationship with (usually this happens in the workplace for example with a supervisor).
- left palm with fingers extended, slightly turned to the right side which leans on the right clenched fist: This sign is often used to express respect for someone.
- the fist, on one hand, is wrapped in the other hand: This gesture is commonly used during Chinese New Year, weddings, or birthdays. It is used when wishing someone all the best.
- all fingers of one hand are joined pointing upwards and touching each other: This gesture is one of the more modern ones. We show it if we are telling someone that we are broke.

Answer to question 5: The cuisine of Asia is famous for its gastronomy, which is why proper dining is very important to us. It is important to know what we are allowed to do if we are sitting at the table:

- Pointing at someone with chopsticks is considered very rude and disrespectful.

- Sticking chopsticks in rice is very impolite because it means giving food to the deceased. Therefore, it is considered very disrespectful to do so when you eat with people who are pretty much alive.
- It is discourteous to point at someone with the spout of a teapot because it symbolizes bad fortune.
- During work or family dinners, the elders drink first. This expresses respect for the older generation.
- Shaking your legs is considered ill-mannered because it symbolizes your impatience. Besides it symbolizes unhappiness as well.

5.4 German

German's value direct eye contact as a sign of respect and sincerity, but prolonged eye contact can be perceived as aggressive. They also value personal space and reserve physical touch for close friends and family. Germans are reserved in facial expressions and body language and prefer neutral behaviour. They prefer direct communication, are polite, and formal, and tend to think before they speak. Germans may appear serious at first sight and save a smile for your loved ones. Hanna, who has lived in Germany her whole life, provided me with answers to my questions.

Answer to question 1: In my culture personal space is very important, especially if you don't know the other person. Sometimes can happen that each person perceives personal space differently and might "invade" the personal space of another person. Once you have a friendly relationship (even on a non-romantical basis) the people downgrade personal space and more physical contact is usually allowed if both parties feel comfortable with mutual presence.

Answer to question 2: If you first meet a new person physical contact is almost not allowed, except a handshake. Once you know someone better you might greet each other with a hug. Obviously, there are cases where you don't know the other individual and you hug him or her, but this usually happens during informal gatherings. Throughout a conversation, there is usually less or zero physical contact. When you are coming to an end

and want to leave, people usually end the conversation the same way they have started, with a simple handshake or a hug. In general, we could claim that the better you know someone, the more you can afford to overstep the boundaries.

Answer to question 3: Germans put a huge importance on eye contact since it shows respect and that both parties are paying attention to each other.

Answer to question 4: If you look at someone and wave with his or her opened palm between your two faces it means that the person who is doing the gesture thinks that the other person wants to fool them or that the other person has said something stupid. It is also possible that two people are talking about someone who has done something foolish and are using this gesture to describe what they think about the other individual who is not part of the conversation.

Answer to question 5: It is considered rude when someone is coming late to the appointment. Even if you are only five minutes late it may be considered as rude and impolite behaviour. Usually, you are expected to arrive a few minutes early before your meeting starts either if it's an official or unofficial session.

5.5 Interview summary

1. How does your culture perceive personal space? Does keeping distance differ depending on whether you have a friendly relationship?

As expected, Italian culture places the least emphasis on personal space. Italians are very friendly people and try to establish a close relationship with everyone and get to know them. The golden mean are the Germans and Chinese. It is true that in Germany they are quite sensitive about their personal space, but this does not apply to friends. In China, they also respect the distance, but there are inevitable situations like the use of public transport mentioned above, where the relationship between people doesn't matter. Arab culture, shaped by religious beliefs and customs, demonstrates variations in maintaining personal distance, particularly between genders.

2. How is physical contact perceived in your culture? (From the greeting, throughout the course of communication, to the end)

As already mentioned, Italians are very companionable. When greeting each other, they not only shake hands but sometimes kiss each other on the cheek two or three times. Surprisingly, in their greetings, they are very similar to the more conservative Arabs who also greet each other with a handshake or a kiss on the cheek, but not with the opposite gender. The Germans are more formal and, as predicted, more reserved, and the handshake is seen as the right choice for the first step. In China, they are not used to show emotions, so the greetings are very restrained, but due to the influence of other countries, some small changes are slowly appearing.

3. How do you think eye contact is valued in your culture?

In Italy, Germany and Jordan, eye contact is valued as a sign of attentiveness and politeness towards the other person. In China, on the other hand, it is quite the opposite. Not making eye contact shows respect for the older person or those who are more senior in terms of work.

4. Are there specific gestures for your culture? If so, what are they, what do they mean, and in what situations are they used?

It has been made clear that Italians can communicate through gestures and even with just body language. Their interpretation can mean complete sentences or probing questions such as What do you want? or Who is it? As were mentioned Chinese people don't say everything that's on their mind. Using gestures to convey additional information such as asking for help or indicating that they are out of money. Arabs and Germans don't have such significant displays rather inhabitants of the Middle East use gesticulation to show respect such as when they eat with their left hand behind their back when dining.

5. What is considered rude in your culture, that may not be so in other cultures?

Every culture considers something different to be indecent. East Asian culture places great emphasis on table manners. For other cultures, perhaps unnoticeable things can mean an insult in China. In Europe, common inconveniences such as arriving late or not greeting when leaving are considered offensive. In Jordan, you should not despise an invitation from a host and accept their invitation even if it is just a casual meeting.

Conclusion

The exchange of nonverbal cues during conversation is essential. The methodology, interpretation, and meaning of body language were all examined in this undergraduate thesis. It explained how we can express our feelings, ideas, and viewpoints without using words by practise of nonverbal signs like body language, gestures, facial expressions, and tone of voice. The fact that this type of communication frequently lacks words makes it more important to correctly interpret and comprehend nonverbal cues.

The influence of culture and upbringing on body language cannot be underestimated. Understanding nonverbal communication requires taking cultural context into account because different societies give different interpretations of gestures and emotions. Furthermore, a person's true feelings and intentions can be read through their body language, which can also reveal important information that might not be said out loud.

The thesis also discussed nonverbal cues used in manipulation and how they affect us daily. It may happen that we succumb to the manipulation without being aware of it. It might be challenging to defend against such effects, particularly if we lack knowledge and experience in this field. However, by becoming more conscious of nonverbal cues, we can strengthen our bonds, improve our communication abilities, and enhance the effectiveness of our interpersonal interactions.

In general, this study highlighted the complexity of nonverbal communication. The importance of understanding body language as a powerful, culturally influenced form of expression that is essential for effective communication was emphasized. By recognizing and adapting to cultural differences, developing our powers of observation, and becoming aware of the possibility of manipulation, we can harness the power of nonverbal communication to build meaningful relationships, strengthen bonds, and manage social interactions more effectively.

Resumé

Používanie reči tela, gestikulácie a mimiky v neverbálnej komunikácii sa líši v závislosti od kultúry, krajiny pôvodu a výchovy. Hoci kultúrne rozdiely zohrávajú dôležitú úlohu, kľúčovú rolu predstavujú aj osobné vlastnosti. Hlavnou zložkou neverbálnej komunikácie je reč tela, ktorá sa väčšinou používa na vyjadrenie myšlienok a emócií.

Schopnosť správne interpretovať a čítať výrazy tváre a gestá je nevyhnutnou súčasťou porozumenia každodennej komunikácie. Kontext môže skrývať veľa informácií, preto je nevyhnutné venovať dostatočnú pozornosť všetkému, čo sa deje okolo nás. Početné štúdie ukázali, že reč tela odhaľuje viac informácií a je úprimnejšia ako slová. Verbálny prejav nie je vždy nevyhnutne potrebný na to, aby sme sa o respondentovi dozvedeli požadované informácie. Stačí pozorne sledovať situáciu, v ktorej sa nachádzame. Odpovede na mnohé nevyslovené otázky, ktoré môžu vzbudiť náš záujem, môžeme získať jednoduchým pozorovaním spôsobov a postupov, ktoré neverbálna komunikácia prináša. Medzi metódy prenosu neverbálnej komunikácie zaraďujeme nasledovné:

- Mimika = znázornenie výrazu tváre
- Gestikulácia = interpretácia gest a gestikulácie rúk
- Haptika = všetky dotyky ako úmyselné, napríklad podanie ruky pri pozdrave, alebo aj neúmyselné, napríklad poškrábanie dlaní pri nervozite
- Posturálne = zahŕňa držanie tela, sedenie a umiestnenie končatín
- Kinezika = predstavuje neúmyselné a prirodzené pohyby celého tela, napríklad spôsob, akým chodíme
- Proxemika = alebo inými slovami teritorialita, opisuje vzdialenosť udržiavanú medzi členmi komunikácie
- Fonika = zameriava sa na používanie obvyklých komunikačných prostriedkov, ako je kvalita a modulácia hlasu, plynulosť slova, rýchlosť reči a intonácia
- Vizika = zahŕňa vizuálne vnímanie
- Grafika = rukopis a písmo aj v elektronickej komunikácii
- Kolorika = zaoberá sa vplyvom farieb na komunikáciu
- Olfaktorika = zameriava sa na účinky vôní a pachov

Keďže sa môže interpretácia neverbálnych signálov líšiť od krajiny ku krajine, ich dôležitosť nesmie byť opomenutá ani v pracovnej sfére. Treba mať na pamäti, že najmä na pracovisku sú ľudia veľmi kritickí a dokážu si všimnúť aj ten najmenší detail. Často je rozdiel len v nepodstatných maličkostiach, ktorým sa prikladá veľká závažnosť. Väčšinou ide o bežné tiky alebo chyby, ktoré môžu druhú stranu podráždiť a v mnohých prípadoch dokážu ovplyvniť výsledok. Preto je potrebné poznať jednoduché tipy, vďaka ktorým môžete dosiahnuť úspech:

- Vystrite sa a udržiavajte vzpriamený postoj
- Dbajte na osobný priestor
- Nezabávajte svoje ruky rôznymi predmetmi
- Vyhnite sa založeniu rúk na hrudi
- Pevný a sebavedomý stisk ruky
- Nepohrávajte sa s vlasmi
- Zachovajte vážny výraz tváre namiesto falošného úsmevu
- Udržiavajte očný kontakt

Je tiež dôležité si uvedomiť, že na vytvorenie prvého dojmu máme len jednu šancu, preto by sme sa mali snažiť, aby bol čo najlepší. Pred každým interview je potrebné dbať na dôkladnú prípravu. Je potrebné naučiť sa obmedziť niektoré svoje tiky a predvídať činnosti, ktoré by mohli nastať v dôsledku zanedbávania prípravy.

Ďalším neverbálnym prvkom je manipulácia. Je to proces ovládania myšlienok a konania iných osôb s cieľom získať nespravodlivú výhodu. Zahŕňa používanie zámerných činností na ovplyvnenie niekoho, aby prijal určité myšlienky, názory alebo činy bez toho, aby mu bola poskytnutá sloboda vlastného rozhodnutia. Na druhej strane sa termín ovplyvňovanie vzťahuje na proces zmeny myslenia prostredníctvom televízie alebo sociálnych sietí a zahŕňa taktiky, ako je platené alebo neplatené sponzorstvo a propagačné reklamy v mediálnej sfére. A napokon, presvedčanie je forma vplyvu, ktorej cieľom je dosiahnuť zmenu postoja alebo správania prostredníctvom argumentácie. Presvedčanie sa často považuje za menej účinnú formu manipulácie a na pracovisku je schopnosť presvedčiť niekedy eufemizmom pre manipuláciu. Ovplyvňovanie môže zahŕňať taktiky, medzi ktoré patrí aj inšpirácia, a má širší záber ako manipulácia. Manipulátor síce môže prejavovať

manipulatívne zámery, ale uprednostňujú svoje vlastné ciele a záujmy, čo je vzhľadom na ich zámer pochopiteľné.

Základnými nástrojmi manipulácie sú moc, presviedčanie a klamstvo. Moc umožňuje človeku kontrolovať situácie a príležitosti a nútiť ľudí, aby konali tak, aby sa naplnili manipulátorove ciele. Presviedčanie znamená predkladanie nových informácií, ktoré môžu zmeniť vnímanie druhej strany, ovplyvniť jej zámery alebo konanie tak, aby dosiahla svoje predstavy. Posledný pojem, klamstvo, znamená, že osoba poskytuje účastníkom komunikácie nepravdivé alebo zavádzajúce informácie s cieľom ovplyvniť ich rozhodnutia.

K negatívnym technikám psychologickej manipulácie patrí klamstvo, zákerné správanie, využívanie druhých, zneužívanie dôverčivosti, ignorovanie slobodnej vôle druhej strany, znevažovanie dôvery a predstieranie priateľstva. Aby sme sa ochránili, musíme mať vždy na pamäti svoj cieľ a nenechať sa ovplyvniť inými. Zakaždým je dôležité posúdiť, či ide o správanie, ktoré prinesie výhody nielen druhej strane ale aj nám samotným.

Prostredníctvom neverbálnej komunikácie môžu účastníci nájsť vzájomné porozumenie aj bez spoločnej slovnej zásoby, čím sa účinne odbúravajú jazykové bariéry. Skutočnosť, že niektoré kultúry kladú väčší dôraz na neverbálnu komunikáciu ako iné, sa prejavuje rôznymi spôsobmi vrátane mimiky, gest, postojov a tónu hlasu. Pochopenie a rešpektovanie týchto rozdielov je nevyhnutné, ak chcete komunikovať s ľuďmi z rôznych kultúrnych prostredí. Vďaka tomuto povedomiu môžeme lepšie identifikovať a pochopiť neverbálne signály, čo nám pomôže vyhnúť sa nesprávnym predpokladom založeným na kultúrnych stereotypoch. Na základe zvolenej výskumnej metódy, ktorou je dotazník, sa táto práca zameriava na porovnanie neverbálnej komunikácie v štyroch rôznych kultúrach, ktorými sú talianska, arabská, čínska a nemecká.. Prostredníctvom odpovedí sa bližšie pozrieme na gestá, mimiku a neverbálne signály používané v týchto kultúrach a ich rôzne interpretácie a významy. Aby sme ich plne pochopili, zameriame sa na podobnosti a rozdiely medzi nimi.

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